Noah Kim

I agree with a lot of this article, especially when the author says that the result of all these new tools is a “hybrid… rich visual language- or rather, numerous languages that share the basic logic of remixability.”

After all digital tools are just tools like any other paint or marker. I personally think that there is too much attention being paid to how visuals are made. Whether something originated digitally or from live-action photo is not as important as what the artwork actually ends up looking like, or what it is meant to represent. If anything, digital tools are like a shortcut used to make more complex designs and videos than would be feasible if done by hand. This sort of “augments” the visuals in a way that we have more control over so that we don’t have to rely so much on real landscapes or effects, and can instead directly show what we want by creating it digitally.

On page 11, when the author states that media remixability doesn’t necessarily lead to a collage-like product, I immediately thought of the movie Beowulf that came out a few years ago. The entire movie is computer-animated, with live actors providing motion capturing. The end product was a movie that appeared to be all animated, yet with very realistic movements and pretty well made facial expressions. It had sort of an uncanny feeling because of this, but it did open up a lot of possibilities in terms of where the characters could go, what they could do, etc. The use of computer generated landscapes and placing motion-captured characters on it is akin to putting photographs of people onto paintings of landscapes, something that is not really a difficult task that requires a lot of technology. I guess it the fact that it is moving that makes this new hybrid media special.

I do think an overreliance of the use of mixed media could result in poorer filmmaking, for example, Michael Bay films like the Transformers series, among others, have generated a lot of scorn from critics and normal viewers alike. A common statement being “it had good special effects, but the writing ad story was awful.”